ABSTRACT OF THE DISCLOSURE

An image having a large contrast and excellent visibility to the viewer is

displayed on an image display device used in the presence of light. A black-display

5   characteristic specifying means (5A) generates a black-display characteristic specifying

data (BD1) indicating the brightness of the external light reflected from the surface of an

image display means (3), which is obtained by operating an external-light brightness

specifying bar to be displayed on the image display means (3). A black-approximated

data calculating means (4A) calculates, based on the black-display characteristic

10   specifying data (BD1), a black-approximated data (R3, G3, B3) related to at least one of

luminance, chromaticity and tristimulus values in displaying black with the image display

means (3). On receipt of an image data (R1, G1, B1) and the black-approximated data

(R3, G3, B3), a black correction means (2A) calculates a black-corrected image data (R2,

G2, B2), and displays an image on the image display means (3) based on the

15   black-corrected image data (R2, G2, B2).